



**MUHAMMAD
KASHIF MIRZA**

ADVOCACY, COMMUNICATIONS, MEDIA, CAMPAIGNING
PROGRAM MANAGEMENT EXPERT
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COVER LETTER

COMMUNICATIONS SPECIALIST

At Karachi Mobility Project BRT (Yellow Line),
Sindh Mass Transit Authority.
Government of Sindh.

I am writing to apply for the **Communications Specialist position in Karachi Mobility Project BRT Yellow Line, Sindh Mass Transit Authority**, Government of Sindh.

I strongly believe with more than a decade experience specific in Advocacy, Communications, Media Engagement and Campaigning, I fully qualify for this position as I have strong background in all domains of Communications and well equip with Communication 4 Development (**C4D**) methods, with clear understanding Sustainable development goals (**SGDs**) and how align & develop strategic plan to meet the project indicators.

Moreover, in recent past I have experience of in same domain on integrated projects projects in regards to Child and Human Rights, public health specially Mother & Child Health.

Over the years, I have successfully developed & exactitude various thematic advocacy, Media and communication campaigns, and develop comprehensive communication and advocacy strategies for thematic and multi-sectoral program.

- I have strong skills to developed SBCC Campaigns, tools, and conceptual frameworks to strengthen responsiveness and analysis in programming and implementation.

- I have developed and implemented behavior change strategies, capacity-building activities & mentoring staff (head office, district and talqa level) on how to integrate the behavior change strategy into project activities and communication plan.

- I frequently visits field to interact communities to gain adequate knowledge of potentials & constraints and the work environment, to be able to better monitor, support, and affective behavior change, review and assess effectiveness of behavior change aspects of activities and communications through reports, field visits, and surveys.

- I Provide monthly updates, and assist in compiling behavior change highlights and "success stories" for Quarterly and Annual Technical progress reports for donor submission.

- I use modern communication tools like Mobile Apps, social media, print and electronic media, regional and national & engage journalist effectively in for expedite the campaign

- I conducted various thematic researches that's empower with technical knowledge of various social issues.

- I have successfully managed multi conceptual events & other activities as per require/ designed for achieving SBCC tasks.

- I produce various Hi-quality IEC materials in multi-language to reach-out in more appropriate way to my target audience.

- Worked with Monitoring and Evaluation in the development, application, and monitoring of behavior change outcomes, and if applicable, project indicators.

- I build Networks with other organizations, civil society & stakeholders to share behavior change information and best practices bring them in cadre to extend the campaign message.

- My creative and innovative ideas are exceptionally good to make short-term result originated with long and sustainable outcomes.

- I produce and conceptualize audio video reports, documentaries and project reports for highlighting the impacts of project.

My detail resume will give you more confidence, I am sure you will find my credentials relevant, and provide me a chance of interview and furthermore by hiring on this position.

Regards.



MUHAMMAD KASHIF MIRZA

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Masters in Business Administration (MBA)
Marketing 2007, Karachi University

THEMATIC AREAS:

- Human Rights Mechanisms
- Sustainable Development Goals SGDs
- Mother & Child Health
- Nutritions
- International and National Legal Framework for Children
- UPR (Special interest in UNCRC, Optional Protocols to CRC)
- CEDAW
- Child, Women & Labour Rights
- Gender Based Violence
- Protection of Child & Disable Rights in Emergencies

TECHNIQUE COERCES / WORKSHOPS

- Sustainable Development Goals & Developing Countries
- Universal Declaration on Human Rights
- UN Systems and Legal Frame Work

- Media Ethics and Reporting on Social Issues
- Social Media and Campaigning
- Web 2.0
- Socio-Economic Research Methodologies
- Community Development and MGDs
- Disaster . Crises Management
- Strategic Organization & Project Planning
- Proposal Writing
- Financial Management of (NFP) major Budgeting

Civil Society Engagement & Networking

- Advocacy and Advisory Network for Newborn (AANN)
- SUN Civil Society Alliance Pakistan, etc.
- Child Rights Movement (CRM)
- Pakistan Coalition for Education (PCE)
- Alliance against Child Marriages (AACM)
- National Collation Against Child Labour
- Pakistan Humanitarian Forum (PHF)

PROFESSIONAL SUMMERY

Experience Years	Campaigns & Projects	Case Studies & Success Stories	Documentaries Interactive Reports	Research & Publications	Events
12	21	50+	18	7	27

I have more than Ten years of working experience in the Social Sector.

My ongoing learning experience build up my Advocacy, Communications, Campaigning, Research, Publication, Events & project management skills with at best outcome and result oriented.

Over the years, I have successfully developed & executed advocacy and communication campaigns, and develop comprehensive communication and advocacy strategies, with exactitude outcomes on variou issues.

Working with international, national organizations, donors, print and electronic media, civil society, parliamentarians and bureaucracy makes me so profound, that's equipped me to work with various behaviors, deal critical situation, pressure handling & strong decision making skills

I'm excellent team player with flexible attitude enthusiastic and extremely driven to achieve positive outcomes.

TECHNICAL SKILLS & EXPERTISE

- Media & Communication Strategies
- Advocacy Strategies Campaigns
- Behavior Change Communications
- Communication 4 Development
- Strategic Organization and project Planning
- Media Planning & Management
- Thematic Research
- Media Persons & Stakeholders Consultations.
- TVCs and Documentaries Production
- Social Media Networking
- Staff Training on thematic issues
- Monitoring & Evaluation
- Project Development & Management
- Creative writing & Designing
- Events (Annual Conferences, Seminars, Workshops, Media Press Conferences)

FEW MAJOR PROJECTS

- Birth Registration
- Maternal & Child Health Integrated Program
- EVERYONE Campaign
- Stop Early Marriage
- Education for All
- Alternative Universal Predictor Report
- Harmful Tradition Practices
- ILO Convention Decent Work (Brick kilns)
- Child Militancy
- The State of Children in Pakistan
- www.labourwatch.tv
- REEL VIEW Festival
- Street Children
- CHAON
- Child Rights Movement
- Labour Rights and Media
- Youth Empowerment
- Child Trafficking

Experience

Program Manager

SPARC 2018 - Till Date

Head of (Communications, Social & Development Sector Research Department)

November 2016 - Present
Insights Research.

Project Manager Communications & Advocacy

DevCon -November 2014 to October 2016

Research Consultant of "The State of Children in Pakistan 2014", July 2014 to October 2014

Federal Ombudsmen, National Commission for Child Rights, Government of Pakistan.

Project Advocacy Officer

World Vision - Jan 2014 – June 2014

Program Manager Media & Communication

Center for Creative Media (CCM) - 2012 to 2014

Manager Programs

Child Rights Legal Centre (CRLC) - 2010 -2012

Manager Creative & Media

Society for the Protection of the Rights of the Child- SPARC - 2007 – 2010